

Predicting parental mediation of personalized advertising and online data collection practices targeting teenagers

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This study tested a model for predicting parental mediation of teenagers' exposure to personalized advertising and the related process of online data collection. Data was collected through an online survey of 354 parents of teenagers (13–17 years) and analyzed using structural equation modeling. Results showed that parents are more inclined to prevent their children from personalized advertising and to actively discuss it with their children when they are highly concerned about their children's exposure to these practices and consider themselves able to engage in parental mediation. Parental concerns were higher when parents were privacy literate and when they perceived personalized advertising as inappropriate. While privacy literacy also led to more perceived self-efficacy, perceptions of inappropriateness led to lower perceived self-efficacy. Parents' disliking of personalized advertising did not predict parental concerns or self-efficacy but had a direct negative relationship with active parental mediation. These results and their implications are discussed.